



WPTV

## ORDER

Print Date 10/23/12

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Flight Dates 10/23/12-10/29/12

Contract / Revision 315450 /

Original Date / Revision  
10/22/12 10/23/12

Advertiser Florida Democratic Party - S

Agency Dudley Media

Buying Contact

919 Catherine Street  
Philadelphia, PA 19147

Product

FL Democratic Party: Sachs/Bruno

Agency Com 15%

Billing Contact

919 Catherine Street  
Philadelphia, PA 19147

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 5 - Add

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	43	\$29,792.50	\$35,050.00	0.00	10/01/12	10/28/12	43	\$29,792.50	\$35,050.00
November 2012	12	\$10,412.50	\$12,250.00	0.00	10/29/12	10/29/12	12	\$10,412.50	\$12,250.00
Totals	55	\$40,205.00	\$47,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	10/23/12	10/26/12	M-F 6-7a M-F 6-7a	CM	6-7a	- 1111 - -	:30	4	\$1,200.00	FX	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	- 1111 - -		4				\$1,200.00		0.00			
N 2	WPTV	10/29/12	10/29/12	M-F 6-7a M-F 6-7a	CM	6-7a	1 - - - - -	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	1 - - - - -		1				\$900.00		0.00			
N 3	WPTV	10/23/12	10/29/12		CM	10-11a	11111 - -	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00



**WPTV**

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Contract / Revision    **315450**    Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision    10/22/12/    10/23/12

Order Sep    00:20:00

Advertiser    **Florida Democratic Party -**    Product **FL Democratic Party: Sachs**    Estimate #    **5 - Add**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10-11a											
				M-F 10-11a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11111--	5		\$475.00		0.00						
N 4	WPTV	10/23/12	10/29/12	M-F 11-12n	CM	11a-12p	11111--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
				M-F 11-12n											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11111--	5		\$350.00		0.00						
N 5	WPTV	10/23/12	10/29/12	M-F 12p NEWS	CM	12-1p	11111--	:30	5	\$500.00	FX	0.00	NM	5	\$2,500.00
				M-F 12n-1p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11111--	5		\$500.00		0.00						
N 6	WPTV	10/23/12	10/29/12	M-F 1-2p	CM	1-2p	11111--	:30	5	\$350.00	P-1	0.00	NM	5	\$1,750.00
				M-F 1-2p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11111--	5		\$350.00		0.00						
N 7	WPTV	10/23/12	10/29/12	M-F 2-3p	CM	2-3p	11111--	:30	5	\$300.00	P-1	0.00	NM	5	\$1,500.00
				M-F 2-3p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11111--	5		\$300.00		0.00						
N 8	WPTV	10/23/12	10/29/12	M-F 5-530p	CM	5-530p	11111--	:30	5	\$1,600.00	FX	0.00	NM	5	\$8,000.00
				M-F 5-530p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11111--	5		\$1,600.00		0.00						
N 10	WPTV	10/23/12	10/29/12	M-F 630-7p	CM	630-7p	11-1---	:30	3	\$2,150.00	P-1	0.00	NM	3	\$6,450.00
				M-F 630-7p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	11-1---	3		\$2,150.00		0.00						
N 11	WPTV	10/29/12	10/29/12	NBC Monday Prime	CM	8-10p	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
				The Voice		(8:00 PM-10:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M-----	1		\$3,000.00		0.00						
N 12	WPTV	10/29/12	10/29/12	Monday Prime C	CM	10-11p	M-----	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
				Revolution											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	M-----	1		\$1,800.00		0.00						
N 13	WPTV	10/23/12	10/23/12	Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
				Parenthood											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-T-----	1		\$1,500.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WPTV	10/23/12-10/29/12		Tuesday Prime C	10-11p		-T-----	:30	<del>(\$1,500.00)</del>	0.00	NM				
See MG 13.2															
[sold out]															
2	NPTV	10/23/12-10/29/12		Wednesday Prime C	10-11p		--W-----	:30	\$1,500.00	0.00	NM				
Ⓜ MG for 13.1 10/23															
[sold out]															
N 14	WPTV	10/28/12	10/28/12	NFL Game	CM	4p-12a	-----S	:30	2	\$2,750.00	P-1	0.00	NM	2	\$5,500.00
				NFL Game		(8:15 PM-11:30 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S	2		\$2,750.00		0.00						



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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	WPTV	10/23/12	10/29/12	M-F 1135p-1235a Tonight Show	CM	1135p-1235a	11111--	:30	5	\$475.00	P-1	0.00	NM	5	\$2,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11111--					5	\$475.00		0.00			
N 16	WPTV	10/23/12	10/29/12	M-F 5-6a M-F 5-6a	CM	5-6a	MTWTF--	:30	4	\$350.00	P-1	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					4	\$350.00		0.00			
N 17	WPTV	10/23/12	10/29/12	M-F 4p-5p M-F 4p-5p	CM	4-5p	MTWTF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	MTWTF--					2	\$600.00		0.00			
N 18	WPTV	10/28/12	10/28/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S					1	\$500.00		0.00			
Totals														55	\$47,300.00